

Message Text

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21

ACTION EB-05

INFO OCT-01 NEA-09 ISO-00 DRC-01 RSC-01 /017 W

----- 031800

R 260712Z JUN 74

FM AMEMBASSY KUWAIT

TO USDOC WASHDC

SECSTATE WASHDC 0079

INFO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY DOHA POUCH

AMEMBASSY JIDDA

AMEMBASSY MANAMA

AMEMBASSY MUSCAT POUCH

UNCLAS KUWAIT 2671

STATE FOR EB/OCA LAKAS

BEIRUT POUCH BAGHDAD

EO 11652: NA

TAGS: BEXP, XF

SUBJ: PROPOSED FY 76 TRADE EVENT SCHEDULE

REF: A) STATE A-4533; B) KUWAIT A-06; C) KUWAIT 1107; D)
JIDDA 2403; E) KUWAIT 1769; F) AMMAN 3265; G) AMMAN 3341;
H) KUWAIT 2478, INTER ALIA

1. ALTHOUGH WE APPRECIATE POSSIBLE DESIRABILITY OF FORMULATING
FY 76 TRADE EVENT SCHEDULE YEAR IN ADVANCE, WE CONNOT CONCUR
IN SCHEDULE PROPOSED REF A BECAUSE IT DOES NOT APPEAR TO TAKE
INTO ACCOUNT THE VARIOUS SUGGESTIONS AND RECOMMENDATIONS (REFS
B THROUGH H) BEING MADE BY POSTS, INDIVIDUALS, STUDY GROUPS,
MARKET RESEARCH OFFICERS, (SEE ESPECIALLY REF F), AND THE RECENTLY
CONCLUDED TEHRAN COMMERCIAL OFFICERS' CONFERENCE.

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2. ADDITIONALLY, BEFORE WE COULD COMMENT ON PROPOSED SCHEDULE,

WE NEED MORE SPECIFIC INFORMATION ABOUT WHAT IS MEANT BY "SPECIALIZED INDUSTRIAL EQUIPMENT TM" AND "SALES OPPORTUNITY IDENTIFICATION TM". ARE THESE INTENDED TO UTILIZE A SYSTEMS APPROACH TO SELL BROAD RANGE OF U.S. EQUIPMENT AND SERVICES AS SUGGESTED BY US AND OTHERS? RE CATALOGUE SHOWS, WE SEE LITTLE RETURN FOR TIME AND RESOURCES INVOLVED IN MOUNTING SUCH EVENTS.

3. AS COMMERCE AWARE, GREAT DEAL OF TIME, EFFORT AND THOUGHT HAS BEEN GIVEN BY ALL CONCERNED TO QUESTION OF HOW USG CAN BEST MEET CHALLENGE OF VASTLY INCREASING OPPORTUNITIES IN MIDEAST. BELIEVE IT MOST IMPORTANT THAT IDEAS GENERATED BE THOROUGHLY EXPLORED AND WORTHWHILE ONES ACCPTED, GIVING US MORE IMAGINATIVE PROGRAMS AND GUIDELINES THAN WE HAVE HAD BEFORE AND A BETTER OPPORTUNITY TO BE EFFECTIVE IN THE FACE OF EVER INCREASING COMPETITION.
MCCLELLAND

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